



STATE OF CALIFORNIA  
**Office of Governor Gray Davis**  
**INNOVATION *In* GOVERNMENT**

---

**MEMORANDUM**

Date: November 20, 2002

To: Agency Secretaries, Department Directors and Public Information Officers

From: Tal Finney, Interim Director, Governor's Office of Planning and Research

Re: Call for entries for the next Clarity Award – Public Information Category

The Governor's Office for Innovation in Government is accepting entries for the next Clarity Award Category – Public Information. **Entries must be in our office by Friday, December 27, 2002, 5pm.**

The Clarity Award honors departments that have produced recently written information that is clear, concise, understandable and fulfills its purpose. Eligible entries are documents intended for people outside of state government such as informational brochures, flyers, or newsletters. Please do not include applications, surveys or other forms that request information from the reader.

The winners will be announced at the Executive Leadership Forum tentatively scheduled for early next year.

The application is available online at: <http://www.iig.ca.gov/projects/clarity.shtml>.

You may enter one of two ways:

- For hardcopy entries complete the application, attach six samples of your entry to a completed application form, and send it to Erin Larson at the Governor's Office for Innovation in Government (see address below).
- For electronic or e-mail entries complete the application, provide a link to the public information document, and e-mail it to [erin.larson@innovation.ca.gov](mailto:erin.larson@innovation.ca.gov).

Send questions or comments to Erin Larson, Project Manager, Governor's Office for Innovation in Government at [erin.larson@innovation.ca.gov](mailto:erin.larson@innovation.ca.gov) or call (916) 322-5307.

Attachments: Award Criteria, Award Application

Governor's Office for Innovation in Government  
Mail to: P.O. Box 3044      [erin.larson@innovation.ca.gov](mailto:erin.larson@innovation.ca.gov)  
Hand deliver to: 1400 10<sup>th</sup> St., Suite 205      Phone: (916) 322-5307  
Sacramento, CA 95812-3044      Fax: (916) 323-2988



STATE OF CALIFORNIA  
**Office of Governor Gray Davis**  
**INNOVATION *In* GOVERNMENT**

---

**Clarity Award Criteria – Public Information Category**

The Clarity Award honors departments that have produced recently written information that is clear, concise, understandable, and fulfills its purpose.

1. Is the document clear?

- ☒ Does the document say exactly what you mean?
- ☒ Did you define unfamiliar terms?
- ☒ Did you spell out acronyms (at least the first time they appeared)?
- ☒ Did you use common, everyday words except for necessary technical or legal terms?
- ☒ Did you avoid slang and jargon?

2. Is the document concise?

- ☒ Did you use the active voice?
- ☒ Did you use short sentences?

3. Does the intended audience easily understand the document?

- ☒ Is the document well-organized to meet the reader's need?
- ☒ Does it have a clear visual layout?
- ☒ Is the document easy to read?
- ☒ Is the document internally consistent?

4. What is the purpose of the document?

- ☒ Does this document achieve the intended purpose?
- ☒ Is the format suitable for the intended use?
- ☒ Do you have any objective data to show the document is achieving the intended purpose?

**Additional Helpful Hints**

Engage your readers: <ul style="list-style-type: none"><li>• Know your audience</li><li>• Craft a table of contents when applicable</li></ul>	Be clear and concise: <ul style="list-style-type: none"><li>• Use “must” to convey requirements</li><li>• Address only one issue in each section or subsection</li></ul>	Layout and design: <ul style="list-style-type: none"><li>• Use informative headings</li><li>• Use vertical lists</li><li>• Use tables and illustrations when needed</li><li>• Avoid all caps (hard to read)</li></ul>
---	--	---



STATE OF CALIFORNIA  
**Office of Governor Gray Davis**  
**INNOVATION *In* GOVERNMENT**

---

**CLARITY AWARD**

**Application Form for Public Information Category**

**Entries must be in our office on Friday, December 27, 2002 by 5:00pm.**

The Clarity Award honors departments that have produced recently written information that is clear, concise, understandable, and fulfills its purpose.

<b>Agency:</b>		<b>Department:</b>	
<b>Contact Name, Title:</b>			
<b>Phone:</b>		<b>E-mail:</b>	

1. Who is the intended audience for this document?
2. When was this document created?
3. What is the intended purpose of this document?
4. If there was a previous version of this document, how is this new version better?
5. Have you received documented customer feedback on this document? If so, what was the response?

- Hardcopy entries: Attach **six samples** of the document you would like to submit.
- Electronic entries: Please **provide the link** to the document if it is online:

<http://www.>

**Your completed application and six samples or a Web link is due at the Innovation in Government Office by Friday, December 27, 2002, 5:00pm.**

*Feel free to contact us with your questions.*

Governor's Office for Innovation in Government  
Mail to: P.O. Box 3044  
Hand deliver to: 1400 10<sup>th</sup> St., Suite 205  
Sacramento, CA 95812-3044

erin.larson@innovation.ca.gov  
Phone: (916) 322-5307  
Fax: (916) 323-2988